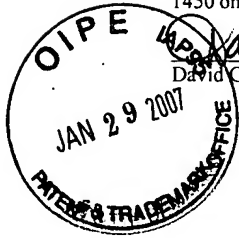


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David G. Parkhurst, Reg. No. 29,422

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JOHN W. MCMULLEN, ET AL.

Serial No. 10/754,155

Filed: January 9, 2004

For: STORE WITH INTERACTIVE
MERCHANDISING SYSTEM AND
METHOD OF OPERATION

Examiner: Amee A. Shah

Group Art Unit 3625

Docket No. CUSTB 63550

January 24, 2007

Los Angeles, California 90045

SUPPLEMENTAL RESPONSE

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This Supplemental Response is being filed responsive to the Advisory Action of November 28, 2006 and the final Office Action dated August 25, 2006, concurrently with a Request for Continued Examination under 37 CFR §114. Favorable reconsideration of the application is respectfully requested in view of the attached Declaration of David G. Parkhurst under 37 CFR §1.131 and the following remarks.